ed-watch
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Prompt Engineering For Decision-Making

Virtual class

📅 19ᵗʰ. 20ᵗʰ & 21ˢᵗ January 2026

🕐 9:00 AM to 12:30 PM (GMT+3)

PROGRAM OVERVIEW

In an era where AI rapidly shapes how organizations think and act, mastering prompt engineering has become essential for effective decision-making. This program empowers participants to design high-impact prompts that guide large language models (LLMs) — including ChatGPT, Gemini, Copilot, and Claude — to produce accurate, actionable, and context-aware insights.

Focusing on real-world scenarios and hands-on practice, the course teaches participants how to:

- Translate complex business and analytical questions into clear, precise prompts.
- Generate, evaluate, and refine insights to support strategic and operational decisions.
- Use AI to explore options, stress-test assumptions, and uncover blind spots.
- Produce consistent, well-structured analyses, summaries, and recommendations.

Whether you work in strategy, finance, operations, policy, product, or research, this course helps you make smarter decisions, accelerate analysis, and communicate with greater clarity by leveraging the full power of AI.

LEARNING OBJECTIVES

By the end of this course, participants will be able to:

- Understand the structure, mechanics, and logic behind effective prompts for analytical and decision-making tasks.
- Generate AI-assisted insights, narratives, and explanations that support strategic and operational decisions.
- Co-create decision frameworks, scenario analyses, and data-aligned models using AI tools.
- Critically evaluate, validate, and refine AI-generated outputs for relevance, accuracy, and decision quality.

TARGET AUDIENCE

- Sustainability and ESG professionals
- Finance and investment teams
- HR and talent leaders
- Strategy and business analysts
- Organizational decision-makers

COURSE COVERAGE

Module A: Foundations of Prompt Engineering

- Anatomy of an effective prompt
- Understanding LLM capabilities, limitations, and risks in decision-making
- Prompt types: zero-shot, few-shot, chain-of-thought
- Tools, platforms, and best practices

Module B: Prompting for Strategic Insights

- Crafting prompts for research and scenario analysis
- Generating SWOT, PESTEL, and market/industry overviews
- Synthesizing complex data into actionable insights
- Case study and hands-on exercises

Module C: Prompting for Decision Frameworks and Models

- Using AI to build decision-making frameworks and model skeletons
- Testing assumptions and exploring "what-if" scenarios
- Prompt-based walkthroughs of analytical and operational logic
- Case study and hands-on exercises

Module D: Prompting for Reporting and Communication

- Transforming raw data into clear, structured reports
- Generating summaries, dashboards, and executive briefings
- Auditing and refining AI outputs for accuracy and relevance
- Case study and hands-on exercises

Module E: Storytelling and Scenario Planning with AI

- Structuring narratives for reports, proposals, or presentations
- Using AI to craft newsletters, updates, and briefings
- Building scenario plans and exploring decision outcomes
- Case study and hands-on exercises

TRAINER PROFILE

Sana Quadri

Decision-Making Strategist | AI-Driven Insights
Expert | Trainer

A dynamic trainer and decision-making strategist, Ms. Sana Quadri brings over 17 years of experience in finance, process optimization, and digital innovation. She has played a pivotal role in leading finance and strategic functions at renowned institutions, including Easypaisa Digital Bank, Lakson Investments, Next Capital, and HugoBank. Throughout her career, she has tackled diverse projects in financial services, focusing on digital transformation, process improvement, governance, and data-driven decision-making.

Leveraging her deep expertise in finance and analytics, Ms. Sana has evolved into a sought-after trainer, empowering professionals to enhance their decision-making capabilities through AI, prompt engineering, and strategic insights. Her programs equip participants to translate complex questions into actionable outputs, generate structured analyses, and leverage AI for smarter, faster, and more informed decisions.

Ms. Sana has delivered impactful training sessions across the Middle East, Africa, South Asia, and Europe, tailoring content to regional contexts while ensuring alignment with global best practices.

Recognizing the growing importance of AI and digital skills in today's workplace, Ms. Sana founded Ed-Watch, an initiative focused on equipping individuals and organizations with the tools and knowledge to thrive in the age of AI and digital transformation. Her commitment extends beyond the corporate world. As a Chartered Accountant (PwC alumna), she champions inclusivity, having led ICAP's Women Inclusion Guidelines, and actively participates in committees such as Economic Advisory & Government Relations, Committee on Fiscal Laws, and Women's Committee.

PROGRAM DETAILS

- 19th, 20th & 21st January 2026.
- 9 credit hours virtual training program.
- 9:00 AM to 12:30 PM (GMT+3)

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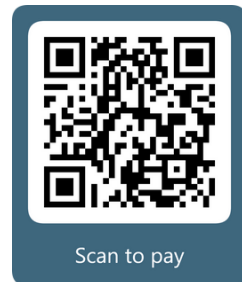
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javaria@ed-watch.org

Call or WhatsApp Us
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+1 (929) 361-2818

Terms & Conditions

1. **Registration and Payment Terms**
   - Course registration with Ed-Watch is only confirmed upon receipt of full payment, which must be completed within seven (7) calendar days from the date the invoice is issued.
   - Accepted payment methods include bank transfer, cheque, credit/debit card.
   - All course fees displayed in Ed-Watch communications (website, brochures, or proposals) exclude any applicable taxes, duties, or bank transfer-related charges. These additional charges, including any withholding tax, are the responsibility of the client where applicable.

2. **Cancellation and Refund Policy**
   - Any cancellation made less than 14 days before the scheduled course start date will be subject to a 100% cancellation fee of the total course fee.
   - All cancellation requests must be submitted to Ed-Watch in writing (email or official letter).
   - Ed-Watch will acknowledge and respond to any cancellation request within seven (7) days of receipt.

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Complete the nomination form and send it via email to **shahzad@ed-watch.org** or **javaria@ed-watch.org**.

Nomination Form							
S.No.	**Participant Full Name**	**Job ID**	**Email ID**	**Contact No.**	**Function/ Department**	**Education Level**	**Years of Experience**
1							
2							
3							
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9							
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Note: Please complete the details below if your nomination is through a company.

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Designation:	Company:	
Company Address:		

Invoicing Contact Person Details

Name:	Email ID:
Designation:	Contact No:

Any Remarks:

OFFICE

KSA: 4218,RIYADH, 6706, 13322 KSA   **US:** 20 Hallo St, Edison, NJ 08837, USA